ABSTRACT OF THE DISCLOSURE

Embodiments include receiving data defining customer characteristics, facility capabilities and financial data for an automobile service facility, generating a computer model of the service facility based on the customer characteristics, facility capabilities, and financial data, and calculating one or more quantitative indications of expected facility performance based on the model. Computer experiments may be conducted to identify one or more service facility characteristics that have an impact on service facility efficiency or revenue. Computer experiments may result in the derivation of one or more quantitative expressions interrelating one or more of the service facility characteristics that have an impact on service facility efficiency or revenue. Based on one or more aspects of the foregoing, aspects of the service facility may be changed in an attempt to improve efficiency or revenue.